



California Complete Count Census 2020 Convenings 2 & Implementation Plan Workshop PUBLIC SUMMARY

**California State University, Sacramento, Region 1
Monday, June 17, 2019**

Implementation Plan Workshop (IPW) Purpose

The State's 2020 Census outreach campaign, implemented by California Complete Count Census 2020, focuses on both the geographic areas and demographic populations who are "least likely to respond," commonly referred to as hard-to-count (HTC) areas and vulnerable populations. The ultimate goal is to ensure that least likely to respond in California are accurately counted in the 2020 Census, thereby achieving the highest response rate possible for California.

The overall purpose of the IPW was for the California Complete Count staff and contractors to provide a general update, including strategic planning efforts, to reach the HTC. The morning session provided an overview and update for the public and contractors. During the afternoon session, the Census Office facilitated collaboration among contractors so that they could continue development of an effective and efficient Implementation Plan to conduct outreach to the HTC populations. The Implementation Plan will provide a clear roadmap for contractors to conduct outreach to the HTC populations and serve as a tool to monitor progress and coordinate efforts.

California Complete Count thanks and acknowledges California State University, Sacramento for providing the venue and lunch.

Summary of Morning Session

Opening Remarks and Overview

The morning session began with opening remarks from Mayor Darrell Steinberg, City of Sacramento, Supervisor Don Saylor, Yolo County, and Secretary of State Alex Padilla, Chair, California Complete Count Committee. All emphasized the importance of the census and encouraged collaboration and partnership to achieve a complete count.

Ditas Katague, Director, California Complete Count, provided an overview of California Complete Count's efforts and approach.

David Banuelos, US Census Bureau (USCB), described federal census efforts and provided information regarding confidentiality, the new online option for filling out the census, and employment opportunities.

Statewide Outreach and Rapid Deployment (SwORD) Overview

Ben Rogers, SwORD Project Manager, California Complete Count, provided an overview of the California Complete Count Census 2020 (CCC) website resources and SwORD.

Updates from Contracted Partners

A panel comprised of contracted partners described their plans, strategies, programs and tools to be used for Census 2020 outreach. Panelists included:

- **Niva Flor**, Sacramento Region Community Foundation, representing the Administrative Community Based Organization (ACBO)
- **Gaby Trejo**, Complete Count Committee, Sacramento County and Sacramento Area Congregations Together (ACT)
- **Jenny Tan**, Complete Count Committee, Yolo County
- **Jeremy Payne**, Equality California
- **Esperanza Guevara**, Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA)

Significant progress has been made in Region 1, which has the largest geographic scope of all the regions. Coordination will be key to reach HTC and hard to find populations. The ACBO approach is data-driven, community-centered, and asset-focused. The regional organizational structure starts with CBOs, and other partners include the Sacramento Local Complete Count Committee (LCCC), multi-county CBOs, and the regional funding consortium partners. The funding consortium partners are especially important in areas where the ACBO does not have an active presence. Strategies include starting with what works locally, allocating funding to local partners, and then implementing a regional approach for greater impact on the regional scale. The ACBO will also align resources, data, and community input. Meta-level strategies include leveraging resources (e.g. toolkit, advocacy, invest in technology, etc.), information-sharing, education & promotion and direct outreach. Outreach in Yolo County will address geographic dynamics (i.e., combination of remote rural communities and dense urban areas), and will be multi-lingual, multi-sensory, and multi-touch. Given the diversity of communities in Yolo, the focus is on equity in outreach to make sure to reach those people and places that will need more attention than others to participate in the Census.

Statewide CBO partners include Equality California and CHIRLA. Equality California is working to address the growing lesbian, gay, bisexual and transgender (LGBTQ) immigrant community and the large LGBTQ homeless youth population. A key strategy will be the integration of culturally competent digital communications (e.g., face-to-face list building followed up with a text-messaging service). All program areas of CHIRLA are involved in census outreach, including civic engagement, community education, legal services, organizing, communications, and membership.

Gaps and needs identified by the contracted partners included:

- Outreach gaps within refugee communities, Muslim community, and Russian community. (The Sacramento CCC is currently developing work plans to include these communities.)
- There is a need for additional trainings on Title 13 and data confidentiality, and the logistics of the citizenship question.
- There is a need to address the intersection of language access and LGBTQ people living in rural communities, especially in areas without existing LGBTQ social infrastructure who have diverse language access needs.
- In Yolo County, more outreach to the LGBTQ community and engagement of the schools is needed, especially to ensure there are enough materials available in the languages spoken in the county.
- The Sac CCC will assess its internal structure to see which HTC groups are not yet represented in the various committees and bring them into the fold.

- The ACBO is seeking to address the unique challenges of the diverse region. It will be important to streamline the flow of resources to the ACBO and then out to the CBOs to support on the ground work.

Summary of Afternoon Session (High Level Summary)

Phil Garcia, Vice President of Public Affairs and Advocacy, California State University, Sacramento, opened the afternoon session by welcoming attendees to the Sacramento State campus, and shared the university's commitment to supporting a complete count for Census 2020.

California Complete Count Committee member Regina Brown Wilson encouraged local partners to focus on the ground game, and to integrate local and regional outreach efforts with the media contractor's activities so the statewide partner can do the high-touch media work.

California Complete Count staff reviewed the Implementation Plan Worksheet and gave brief updates on the following topics:

- Outreach / Questionnaire Assistance Centers (QACs)
- Communication / Public Relations
- Language and Communication Access
- SwORD

From Strategy to Implementation

Based on conversations with regional and county partners, focused on identifying key areas for discussion prior to the workshop, the following topics were explored in a rotating small group discussion format:

- Outreach / QAC
- Communication / Public Relations (PR)
- Language and Communication Access